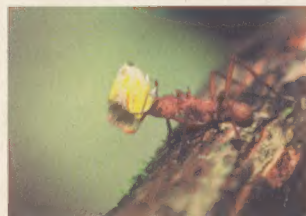




for a living planet





The world's natural areas are under severe threat – with disastrous consequences. Plant and animal species are becoming extinct faster than at any time in our history.

Humanity's consumption now exceeds the planet's capacity to sustain renewable resources. WWF's ultimate goal is to stop and eventually reverse environmental degradation and to build a future where people live in harmony with nature. Our promise to the world is that through working together, we will find the best solutions to save nature. For more than 40 years our passion, commitment, and inspiring actions have made us the most recognized independent conservation organization on Earth.

CREDIBLE...

© WWF-Canon/Michel GUNTHER

the world's accessible fresh water is already used by humankind. It could be nearly 75% by 2025 • 60% of all oil extracted is carried by seagoing tankers

We have earned our conservation mandate because we cooperate closely with many partners to identify complex problems and deliver innovative solutions.

Established in 1961, WWF operates in more than 100 countries and raises some US\$380 million per year. Well over half of this is contributed by individual members and supporters.

We have achieved our international reputation for pioneering action and constructive dialogue because our conservation policies are driven by solid scientific research. We are currently funding just under 2,000 projects and employ almost 4,000 people around the world.

We also propose numerous initiatives that influence government and multilateral policies as well as business practices.



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passionate...

**Our passion for the beauty of nature
and the well-being of people is driven
by a powerful commitment that unites
our heads and hearts.**

It fuels everyone in WWF, from our scientists working on the ground to our policy experts putting pressure on environmentally irresponsible governments and corporations.

Many people get passionate about conservation. But lasting success only comes from channelling this passion to confront the problems and find the solutions.

DELIVERING RESULTS...

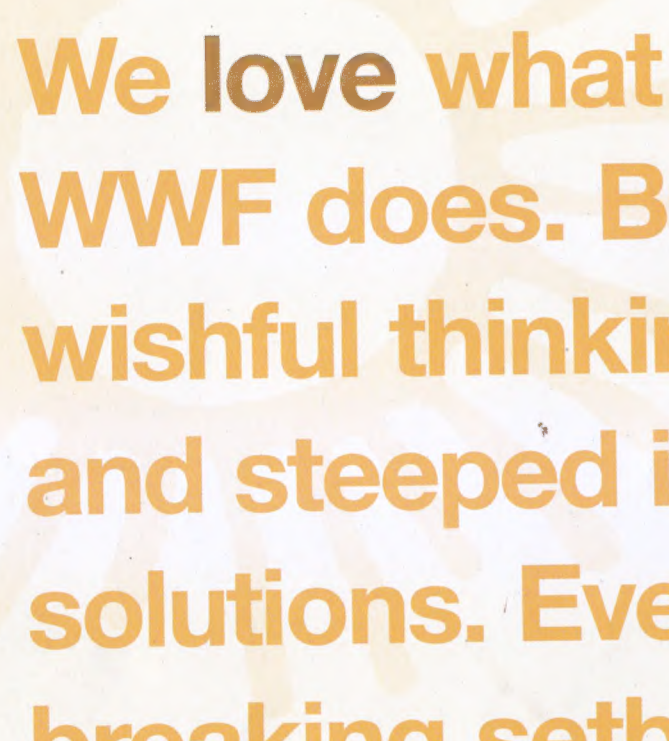
23 billion tonnes: the amount of CO₂ which is spewed into the Earth's atmosphere every year. That's more than 700 tonnes every second! • 19% : the

Local conservation problems often have their roots in wider social and economic issues that influence consumption of resources and affect the environment.

We have identified 238 “ecoregions” containing the most significant elements of the world’s biological diversity.

Ecoregions may span several countries and, as such, are defined by nature. They can include tropical forests, or wetlands, or even entire coral reef systems. We work with partners from all sectors, combining economic and social action to protect or restore biodiversity.

Throughout WWF we have set ourselves stringent targets and measure our success in meeting them. To help deliver really practical results, we have identified six priority programmes: forests, seas, fresh water, climate change, toxics, and endangered species. We concentrate on long-term partnerships with governments, businesses, other NGOs, local communities, and indigenous peoples to overcome obstacles, instigate conservation programmes, or intensify their effects. This inclusive approach helps us to influence specific policies through targeted legislation, market forces, and voluntary commitments.



We love what we do. We believe in what WWF does. But our optimism is not just wishful thinking. It's grounded in reality and steeped in scientifically driven solutions. Even when faced with heart-breaking setbacks, we keep looking forward and reaffirm our ambitions.



optimistic...

of certified forests in Sweden – the largest area in one country in the world • 1/3 of the world's 105 largest cities rely on protected forests for much

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© WWF-Canon/Chris MARAIS



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© WWF-Canon/Petra DORSAM

of their drinking water • **US\$10-15 billion** per year. The value of the illegal trade of species as estimated by the World Bank • In the next 30

challenging...

The best way to achieve long-term success is through challenging and robust dialogue.

We don't shy away from confrontation but promote constructive interactions to create awareness, spread ideas, and stimulate discussion. We have frank and open relationships with government ministers, local communities, and international agencies, identifying lasting solutions to pressing environmental and social problems.

We are actively helping business and industry to embrace Corporate Social Responsibility. We are changing perceptions of how they can transform a "business obstacle" into an intrinsic, and even profitable, part of their operations.

Conservation goals must be realistic and consider other legitimate needs and aspirations of society. We reinforce our field projects with policy work and bold campaigns that address the root causes of ecological degradation and build workable relationships with the people involved.

persevering...



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© WWF-Canon/Mauri RAUTKARI



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At times our mission might seem to be against all the odds because of the relentless loss of habitat and species. The extinction of a rare flower or obscure insect is not just a local issue. It is symptomatic of the health of the cycle of life that is crucial to the survival of mankind.

WWF is here for the long term, working on the widest scale possible with international institutions such as the United Nations and the World Bank, and through national governments down to local level. We are also setting the agendas and leading debates at global summits and international conferences on conservation issues.

Our children are our future. We are encouraging new generations to become involved. Our education programmes ensure that everyone can contribute through our websites, actions at home, in the community, at work, and by influencing politicians.



We never give up. WWF is dedicated, determined, and some would say stubborn, but always acutely focused on nurturing solutions for both local issues and the global policy context.



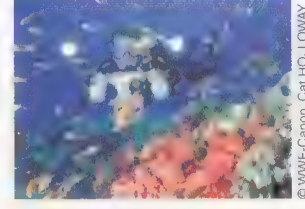
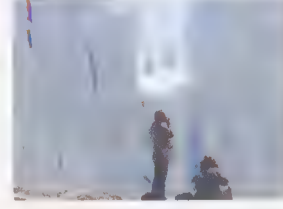
accountable...

**Conservation costs serious money.
Every cent is scrupulously allocated
and we endeavour to deliver maximum
return on the money we invest.**

We take great pride in being transparent and accountable. We take meticulous care of funds and WWF donors can get a clear picture of how their contributions are being used.

We are largely funded through the generosity of millions of individuals who place considerable trust in us. Some 60 per cent of the funds we raise every year come from membership fees, personal donations, trusts, legacies, and other gifts. Contributions from governments and aid agencies account for more than 20 per cent of our income. Corporate donations, sponsorships, and royalties from licensing our Panda logo provide further funding.

We have been inspiring people for generations to commit themselves and sometimes their life's work to make our world a better place to live.



Our inspiration is a compelling mix of emotion, scientific credibility, difficult challenges, and influential vision.

But the source of our inspiration is always the wonder of nature and the resourcefulness of our partners and members.

We need you. We can't do it without you. Your help, your generosity, your determination, and your cooperation are vital to give our planet hope for the future.

Our international website **www.panda.org** can tell you more about our work and how you can help.

Only a few dozen: the remaining Javan and northern white rhinos – the most threatened large mammals on Earth • 50%: the percentage of illegal

A group of approximately ten children of African descent are gathered in a lush, green forest. They are all smiling and looking towards the camera. Several of the children are holding small, young trees with green leaves and thin trunks. One child in the center foreground holds a small tree in a dark, cylindrical container. Another child in the background holds a similar container. The children are dressed in casual clothing, including a striped shirt and a patterned shirt. The background is filled with dense foliage and trees, suggesting a natural, forested environment.

INSPIRING...

harvested timber worldwide • At least 90% of the world's tiger population has been lost in the 20th century - only around 1,000 tigers remain

“We shan’t save all we should like to, but we shall save a great deal more than if we had never tried.”

Sir Peter Scott (1909-89), WWF founder

we need you.



we can't do it without you

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are vital to give our planet hope for the future...



for a living planet®



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Denmark
Eastern Africa (Kenya)
Finland
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India
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Indonesia
Italy
Japan
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Fudena (Venezuela)

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Our international website **www.panda.org** can tell you more about our work and how you can help. Or your local WWF office would be happy to hear from you.



for a living planet®

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

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